

**MACOMB COUNTY  
SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER**

1 SOUTH MAIN STREET—7TH FLOOR, MOUNT CLEMENS, MI 48043 ~ PHONE: 586-469-5118  
www.misbtdc.org/region10 ~ www.MacombBusiness.com

# 2012 Scheduled Events

**PLEASE CHECK EACH LISTING FOR EVENT FEE. REGISTRATION IS REQUIRED.**

Register online at [www.misbtdc.org](http://www.misbtdc.org) (follow training links to Macomb/St. Clair) or call us at 586-469-5118.

Seminars are held from 9:00 am to 12:00 pm

## Entrepreneurial Series: Fundamentals of Starting a Business

This seminar focuses on individuals who are considering self-employment or are in the beginning stages of starting their own small business. Topics include an overview of the steps, challenges and rewards of business ownership and the resources available to help launch new ventures in Michigan. This event is FREE for Macomb County residents. All others pay a \$30.00 fee.

01/11/12	Wed	Mt. Clemens
02/08/12	Wed	Clinton Twp.
03/07/12	Wed	Mt. Clemens
04/04/12	Wed	Clinton Twp.
05/02/12	Wed	Mt. Clemens
06/06/12	Wed	Clinton Twp.
07/11/12	Wed	Mt. Clemens
08/08/12	Wed	Clinton Twp.
09/05/12	Wed	Mt. Clemens
10/03/12	Wed	Clinton Twp.
11/07/12	Wed	Mt. Clemens

## Entrepreneurial Series: Fundamentals of Business Legal Issues

Designed to guide prospective business owners in selecting the legal structure that will best meet the legal and accounting needs of their small business. Key legal, tax and non-tax issues are discussed relative to the legal entities available in Michigan. This event is FREE.

01/18/12	Wed	Mt. Clemens
03/21/12	Wed	Mt. Clemens
05/09/12	Wed	Mt. Clemens
07/18/12	Wed	Mt. Clemens
09/19/12	Wed	Mt. Clemens
11/28/12	Wed	Mt. Clemens

Presented by:

John T. Carter, Esq.

And

Lori K. Bianco, CPA



**WITZKE BERRY  
CARTER & WANDER PLLC**  
ATTORNEYS & COUNSELORS

## Entrepreneurial Series: Fundamentals of Writing a Business Plan

Whether your business is in the planning stages or well established this seminar will provide insight into creating a successful "map" or business plan. The basics of financial planning, marketing, sales, inventory, and operations are covered from the unique perspective of the small business owner. \$40.00 Fee

02/15/12	Wed	Mt. Clemens
04/11/12	Wed	Mt. Clemens
06/13/12	Wed	Mt. Clemens
08/15/12	Wed	Mt. Clemens
10/17/12	Wed	Mt. Clemens
12/12/12	Wed	Mt. Clemens

## Entrepreneurial Series: Fundamentals of Marketing Your Business

Designed to present practical applications of marketing concepts. This event covers elemental marketing principals including: Market analysis and research, target marketing, assessing competitors, and key tools for implementing a plan for marketing your products or services. \$40.00 Fee

02/22/12	Wed	Mt. Clemens
04/18/12	Wed	Mt. Clemens
06/20/12	Wed	Mt. Clemens
08/29/12	Wed	Mt. Clemens
10/10/12	Wed	Mt. Clemens

## Seminar Locations

**Mt. Clemens:** Macomb County Administration Building, 1 S. Main Street, (corner of Cass & Main Street). All seminars will be held in the 9th Floor Conference Room unless otherwise noted.

**Clinton Twp:** The MI-Works! Office, 43630 Hayes, (between 19 Mile & Hall Road) in the Atrium Center.

**Wayne State University Macomb Education Center**, located at 16480 Hall Road (between Hayes & Garfield) in Clinton Township.

Find us on Facebook!

Macomb/St. Clair Small  
Business & Technology  
Development Center

**facebook**



[www.misbtdc.org/region10](http://www.misbtdc.org/region10)



Funded in part through a  
cooperative agreement  
with the U.S. Small  
Business Administration.

**PURE MICHIGAN**  
Michigan Economic Development Corporation

Reasonable arrangements for persons with disabilities will be made  
if requested at least two weeks in advance.



# 2012 Scheduled Events

**ALL SEMINARS ARE FREE BUT REGISTRATION IS REQUIRED**

Register online at [www.misbtdc.org](http://www.misbtdc.org) (follow training links to Mt. Clemens/St. Clair) or call us at 586-469-5118.

Seminars are held from 9:00 am to 12:00 pm

## Small Business Tax Seminars These Events are Free

### How to Report Small Business Income & Expenses

Topics include: Reporting Income, Expenses (transportation, insurance, entertainment, etc.), Depreciation, files and records.

01/25/12 Wed Mt. Clemens

08/22/12 Wed Mt. Clemens

### Employees & Taxes: What You Need to Know

Topics include: Worker Classification (Employee vs. Independent Contractor), Information Returns, (940, 941, 1099, W-2), Employer's Obligations and Record Keeping.

09/26/12 Wed Mt. Clemens

### Tax Information for Sole Proprietors

Topics include: Schedule C, Estimated Taxes, Self-Employment Tax and Record Keeping.

02/01/12 Wed Mt. Clemens

10/24/12 Wed Mt. Clemens

### Taxes & Your Home Office

Topics include: Determining Eligibility, Form 8829 Overview and Record Keeping.

02/29/12 Wed Mt. Clemens

11/14/12 Wed Mt. Clemens

Presented by **THE GEARY GROUP, P.C.** Linda Geary, CPA

CERTIFIED PUBLIC ACCOUNTANTS  
AND BUSINESS ADVISORS

## Seminar Locations

**Mt. Clemens:** Macomb County Administration Building, 1 S. Main Street (corner of Cass & Main Street). All seminars will be held in the 9th Floor Conference Room unless otherwise noted.

**Clinton Twp:** The MI-Works! office, 43630 Hayes (between 19 Mile & Hall Road) in the Atrium Center.

**Wayne State University Macomb Education Center,** located at 16480 Hall Road (between Hayes & Garfield) in Clinton Township.

## Finance—5 Keys to Achieving Fiscal Fitness

The essentials of financial management, including how to select and start an accounting system and how to apply data from financial statements are discussed. Preparation of the balance sheet, profit & loss statement, cash flow analysis and the breakeven analysis are explained. \$25.00 Fee

03/14/12 Wed Mt. Clemens

06/27/12 Wed Mt. Clemens

09/12/12 Wed Mt. Clemens

## SBA Forum on Small Business Lending

Learn how lenders analyze your loan request, and what they look for in a credit application. Meet with bankers, SBA loan officers and small business consultants to discuss your financing needs. You must know how much money you need to borrow. A completed business plan is highly recommended. Contact our office at 586-469-5118 to meet with a business counselor prior to registering for this event. This event is Free.

05/17/12 Thurs Mt. Clemens

10/18/12 Thurs Mt. Clemens



[www.misbtdc.org/region10](http://www.misbtdc.org/region10)



Funded in part through a cooperative agreement with the U.S. Small Business Administration.



Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.